

OPPORTUNITY KNOCKS AT DOOR OF PHOENIX HOME BUILDERS

Capitol Addition, Possessing All the Advantages of Urban Life, Is the Center of Building Activity

Nothing is so notable or so encouraging in the civic life of Phoenix at the present time as the spirit of city planning and municipal betterment. It is evidenced by the paving movement, the lighting of the business thoroughfares, the demand for a sewer system and the suggested remodeling of the city plan itself, through the sale of the plazas and the construction of modern municipal and county buildings on the present site of the Central school. But back of the city beautiful and the city sensible, must be and is, the individual planning of the citizen. Feel the throbbing pulse of a public alive to its needs of betterment and one touches the real genius of the movement in the citizen alert to his opportunities. The man who would build the city sensible first wants

the "home beautiful and convenient" and does his best to get it.

Keeping these thoughts in mind the question is asked, how many Phoenix people have carefully toured the western end of the city from Tenth avenue to the Santa Fe railroad track, during the last month or two? Those who live there of course, and the few open to investment, who have been encouraged by realty men to make an investigation, but that is a small number compared with all the rest of the city.

And why such a tour? To see what is being done by the individual in the seizing of opportunity and to note that what has been done already is working a transformation in city building. Years ago the Capitol addition and the western part of Neahr's addition were platted and

placed on the market. A few nice homes were erected but for the most part the lots remained vacant and unimproved for the reason that the property passed into the hands of estates whose owners appreciated its ultimate value and were willing to wait. About two months ago these estates had to be settled, forcing a sale of the property. One of the largest transactions of the year resulted when E. J. Bennett & Co. and W. M. Fickas for a price approximating \$100,000 secured all the vacant property in the addition surrounding the Capitol grounds, as far west as the railroad track.

An investment of that kind called for action, for though the lots were bought at bargain prices, profits could accrue only through stimulating a demand for the property at reasonable

advances. The Phoenix buyers are soil merchants, and live ones. They bought the property for the sole purpose of selling it again, making a legitimate margin of profit and at the same time giving the individual buyer the best possible prices and terms. The opportunity for the home beautiful is presented to those who buy now and improve their property, which under the restrictions that have been provided will soon result in the city beautiful, at least in that end of Phoenix.

Though among the earlier additions to the city, platted the west end until the present year has had but a slow growth, for the reason given. Prices that were then high prevailed,

home of Mr. Kirk and will erect a nice residence as soon as he returns from his summer vacation.

The lots are all 140 feet deep and although the old platting of the addition calls for lots with 25 and 40 feet frontage, the new owners will not sell a frontage of less than 50 feet and as much additional frontage at the same rate, as a purchaser may desire. Thus a buyer may secure 60 or 75 feet without being forced to buy 160 in order to get more than 50. These rules are made solely to encourage building good homes with plenty of room around them for comfort and convenience. One does not need to erect a palace or invest an unreasonable amount but no encour-

The soil is sandy and rich. Lawns, shrubbery, and little gardens flourish finely in contrast with the adobe soil of some localities and it is more free from mud during rainy weather than any other part of the city. In point of public breathing places there is close at hand Neahr's park, two blocks in size, handsomely shaded and well kept, and in the center of which is the big Carnegie library building.

And the addition practically surrounds the capitol grounds, another park equal in size to four blocks, well known as the most beautiful garden in all Arizona. All in all there is no part of the city that can boast of so many attractions, apart from the artificial advantages supplied by the promoters who have sought to make all conditions ideal.



Home of R. A. Kirk, assistant secretary of Arizona, at the corner of Sixteenth avenue and Washington streets.

and building was not encouraged, while other additions were platted and disposed of with desirable restrictions. Fortunately, however, while the west end developed but slowly what progress it did make was of the right sort. Occasionally some one who sought quiet surroundings, secured a lot and built a nice home. It was that or nothing. No shacks were erected and few houses were built that were not an ornament and a lasting improvement to the entire west end.

As soon as the new owners came into possession they made reasonable restrictions that would prevent shack building on their property so soon to be placed on the market at alluring

prices. Moreover they offered inducements to those who contemplated early building, that could hardly be resisted. It was the plan of the new owners to make the west end the center of home building during the present year and they are succeeding most admirably. Scores of lots have been sold for building purposes, some new homes are now finished, others under way and many more are planned, while bids are sought for the erection of three beautiful bungalows at once.

One of these will be built by F. W. Griffen on Monroe street between Fifteenth and Sixteenth avenues. It will be a six room house with hard wood floors, built of brick with a

territory and is the one that many of the children in that addition will attend.

In view of the growing conditions in that part of the city the school trustees recently acquired a lot on the north side of Van Buren street two blocks north of the Capitol grounds, on which it is planned to erect a new primary school building at an early date, modern in every way.

The advantages of this now rapidly developing addition are by no means confined to the conditions imposed by the promoters, or to other artificial causes but are natural or resultant from the steady but slow development of other years. First there are



Home nearing completion at the corner of Sixteenth avenue and Jefferson street. Built by E. E. Mitchell for A. R. Cheever of the United States land department.

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New home of A. C. Thoroman on West Adams street.

hardwood finish. Another home, similar in construction and somewhat larger, will be built on Washington street in the middle of the second block this side of the Capitol building. Another will be on Adams street between A. C. Thoroman's new house and the home of Van Palmer.

A beautiful bungalow has just been completed by R. A. Kirk, assistant secretary of Arizona, at the corner of Sixteenth avenue and Washington street. Several other territorial officers have bought large frontages near the capitol. One of them is having plans prepared for the erection of a residence to cost \$5,000.

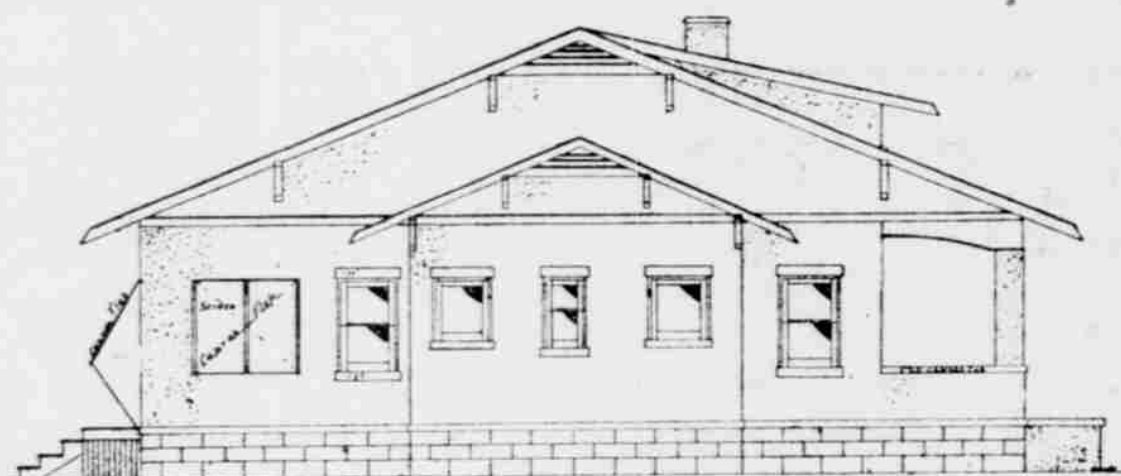
E. E. Mitchell, a capitol addition enthusiast, last week purchased a lot on Washington street near the new

the same public utilities boasted of by the central part of town such as municipal water service, gas, electric lights, telephones, etc. Better still the main Washington street car line penetrates the center of the district with a fifteen minute service, the quickest in any part of the city and better than in any outlying residence section.

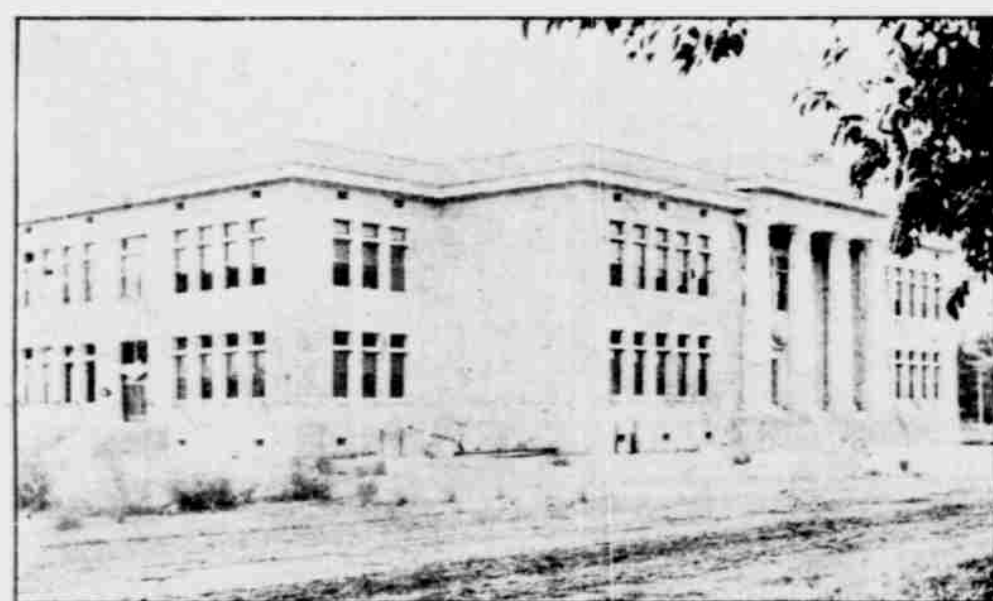
The addition lies west of the original town site and has the benefit of the constant western breeze during the long hot afternoons, and is therefore somewhat better in a climatic way. The older properties are surrounded by shade trees so the district is not like an entirely new one, devoid of shrubbery, or with the bareness of a new tract.



Cottage near the capitol on Adams street, built by James A. Jones of the Sanitary Plumbing company.



Pretty bungalow for which bids are being received, to be built on Washington street in Capitol addition.



New Grammar School on Adams street, between Eighth and Ninth avenues.

Advertising Talks

To The Readers Of The Republican

By JOHN IRVING ROMER, Editor of "Printer's Ink."

A good business man will understand that his advertising is not on trial with him, but that HE IS ON TRIAL WITH HIS ADVERTISING.

Many a man begins to advertise in a half reluctant spirit that makes him cry "Enough" when the first opportunity arises. But a FAIR MAN WILL GIVE HIS ADVERTISING EVERY CHANCE to perform its utmost in the way of upbuilding. If he is resolute, as well as fair, he will devise means to make his newspaper advertising more vigorously effective.

A firm of progressive clothiers with large stores in two leading cities determined to ascertain how much advertising was doing for them, and how much they were doing for their advertising. The partners spent a week going over the charge accounts of the two stores. They found, as they already knew, that a large number of new customers were coming into their shops weekly, BUT THAT A DISAPPOINTINGLY SMALL NUMBER OF THESE PATRONS BOUGHT LATER.

Now these men were in business not merely to secure so many new customers a year; they well knew that their permanent prosperity depended upon their skill in making these new customers, created by good advertising, OLD CUSTOMERS WHO WOULD BUY REGULARLY OF THEM.

Here, obviously, the advertising was not at fault. BUT ADVERTISING WAS IN DANGER OF APPEARING TO HAVE FAILED BECAUSE OF A LACK OF GOOD "FOLLOW-UP" METHODS. The men, therefore, sensibly recognizing the truth that advertising was no magician and could not,

unaided, carry them success, set about taking advantage of the opportunities which advertising had created.

They sent a cordial personal note to every person whose name was on the books. In this personally signed note the merchants expressed a keen desire to know how well satisfied the recipient was with the purchase made at their store; if there was any defect, the customer was urged to do the merchants a favor by allowing them to rectify it. The note made it very plain that the proprietors desired FIRST OF ALL—A SATISFIED CUSTOMER—ONE WHO WOULD COME AGAIN.

Were these notes well received? Several men and women took the trouble to answer by mail, giving assurances that the goods purchased had proved perfectly satisfactory and that further patronage might be expected. Some one-time customers even went into the store to express their pleasure at this concerned spirit of the merchants, and to say that they would be glad to purchase regularly in a store that treated its patrons so cordially. They declared that they appreciated the spirit behind the note. Those who really had grievances were appeased with new goods for the faulty ones.

The receipts in these two stores made 1910 by far the best year of the firm's career. Now these follow-up letters have become a regular feature. The business is thriving. The merchants advertise even more vigorously than before; but they strive in every way possible to buttress and develop all the new customers the advertising brings them.



The home of Mrs. Webster Street in Capitol addition.

DAILY FASHION TALKS

BY MAY MANTON

A FASHIONABLE SUIT OF SATIN.



6975 Empire Coat with Body and Sleeves in

One, 34 to 40 bust.

6732 Six Gored Skirt, 22 to 32 waist.

part of this paper, on receipt of ten cents for each. (If in haste send an additional two cent stamp for letter postage which insures more prompt delivery.)

FILL OUT THIS BLANK.

ARIZONA REPUBLICAN, Phoenix, Ariz.

Please order for me, 10 cents herewith to cover your charges:

Pattern No. Size

Name

Address

NOTE:—These patterns are ordered for you from Chicago and require about 10 days to get them to you.

The Merchants' Cafe

22 S. CENTER ST.

Opposite National Bank of Arizona building. Open day and night. Short orders and regular meals. Good cook and best service. Everything new and first class. The best the market affords. Always. Chinese noodle. Home-made bakery. Private room for ladies.

GIN TUCK FOO & CO.

TOM & SING'S AMERICAN KITCHEN

Regular Meals, 35 Cents
Short Orders All Night

TOM & SING'S AMERICAN KITCHEN

36 N. Center St.
Phoenix, Ariz.

HASSAYAMPA
BUTTER
CLEAN-PURE

HASSAYAMPA
PASTEURIZED MILK
CLEAN-PURE